

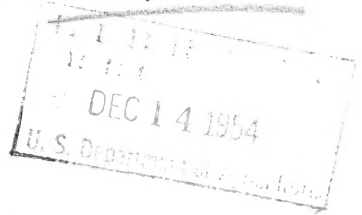
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BROWNELL ROSE RESEARCH GARDENS
LITTLE COMPTON, RHODE ISLAND

December 10, 1954

Library, U. S. Dept of Agriculture
Washington 25
D. C.



Dear Sir:

Why did those who knowingly sold dead Rose Bushes, have to give it up?

You know, it was because such plants did not give customer satisfaction; and no business can continue long without that.

Speaking of customer satisfaction; the Sub Zero Race of Roses gives more than any other Class of Roses. None have been more highly acclaimed.

You have only to come in and open our mail some day, to see that customers are doing a large share of the praising.

A Professor, head of the Botanical Department of a leading University says regarding the New Race of Everblooming Climbers, that we call "Everblooming Pillars"; they are a case of guided evolution. And a leading rose distributor in New Jersey writes, "Your new Pillars are so altogether wonderful as to put all Climbers with occasional re-blooms in the shade."

The Brownell Sub Zero Roses include a number of each of five Classes - Hybrid Teas; Florabundas, Grandifloras, Everblooming Climbers (called Pillars); and Creepers - (some everblooming).

Our list of seven Hybrid Tea varieties non-susceptible to blackspot are the delight of customers who prefer not to dust or spray. A Garden Club of America Citation to us says:- We have vanquished that enemy of the Rose, blackspot.

Turn the page and perhaps you will recall, if it was you who sent those Roses.

When you think of your customers think of us.

Sincerely,

A handwritten signature in cursive script, reading "Walter D. Brownell". The signature is written in dark ink and is positioned above the printed name "Walter D. Brownell".

Walter D. Brownell

A few of the recent comments by mail:-

From New Hampshire, The Hitchcock Foundation -
On three occasions - 30° below zero; we had a
number of your Sub Zeros that survived, no ap-
parent damage. Wet summer; blackspot resistant
demonstration very striking, stood out like Green
Mountain; others not yours on either side rampant
with blackspot.

From Wayne City, Illinois - They are just beautiful -
we have so many comments - I am so proud of them.

From Lewiston, Minnesota - When I bring people
bouquets, they think they are from greenhouses.

From Reno, Nevada, Trial grounds - We have fallen
in love with the "Red Duchess".

From Wisconsin - After three winters, can't praise
them enough, beauty and hardiness -

Lyme, Connecticut - We sell cut flowers, get as
many blooms from thirty of your plants as from
175 of others.

Birmingham, Alabama, in the deep South - two plants
six years; bloom profusely, fragrant, can give them
a mighty good recommendation.

Some such come to us almost daily; we expect more
tomorrow.

Brownell Roses

BROWNELL EVERBLOOMING PILLARS

THEY CAN
GROW AS
TALL AS
HARDY
CLIMBERS
AND
BLOOM AS
FREELY AS
HYBRID
TEAS

Yellow 84 →

← Pink

← Light Yellow

← Red

← Light
Pink

Experts say—MARVELOUS!

Some declare—A MIRACLE!

Others exclaim—ASTOUNDING!

Because they are something NEW, DIFFERENT, and BEAUTIFUL.

Their outstanding new feature is that they bloom on canes and all branches the year they grow as they mature—yes, even the first year; like Hybrid Teas.

Some grow as tall as the tallest Climbers; some as high as Pillars, others may be cut back to grow giant Hybrid Tea bushes; 4 feet tall or 8 feet high; a compact bush in the lawn or shrubbery. Removing faded flowers increases rebloom.

They are Sub Zero, like hardy Climbers.

Be the first to show them to your gardening friends.

Think of "Brownell Everblooming Pillars" as Hybrid Teas, because that is what they really are, as they bloom on all stems and canes as they mature the year they grow. They can be grown as bushes cut

back to any height, and some even to lay on top of the garage, all to bloom until frost. Planting 3 inches below bed level will protect them against very low sub-zero, by their tremendous vigor to form a tall, ever-blooming bush year after year.

●Three plants of this marvelous innovation, only \$10.00●

Order by color.

Send for free pictured list of Sub Zero HYBRID TEAS, FLORABUNDAS, and HARDY CLIMBERS

Enclosed \$10.00.....

Send your selection 3 plants
Brownell Everblooming Pillars to:

NAME

STREET

CITY..... STATE

BROWNELL SUB ZERO HYBRID TEAS

Handsom Red

No printed page can show the full beauty of this new variety. It has its own wonderful velvety sheen. In fact, so many garden visitors have exclaimed: "That is the most beautiful red Rose I have ever seen," we offer to refund your payment for the first bush purchased of us, if you do not agree, and you may keep that plant.

Price, \$3.00 each



 **Orange Ruffels**

Pink Boquet 



Delightful



New Florabunda Red 112

ORANGE RUFFELS

One of the most beautiful Roses of all times. Unsurpassed in its brilliant charm. A gorgeous new color of orange never before found in Rosa. It is luminous like glowing sunshine in the rain. Large flowers mostly singly on stems constantly in great abundance. As many as 50 petals gracefully warped, curled, frilled and ruffled, artfully shading from Capricorn Orange through Saturn to Saffron Yellow. Can you imagine all this? And add Sub Zero and no blackspot.

NEW FLORABUNDA RED 112

PINK BOQUET. A vigorous, sturdy bush clustered all season with charming, recurved, double blooms of Florabunda size and beauty. Number seven of our new Race that harbor no blackspot.

DELIGHTFUL. Beautiful as is the picture, it does not do justice; variable on the same bush are brilliant light yellow flowers, others glistening yellow ochre, all splashed and sketched with crimson markings in many tones, its grace of form is enticing.

Prices of Hybrid Teas and Florabundas except as noted, \$1.75 each; three alike or assorted \$5.00; \$18 a dozen

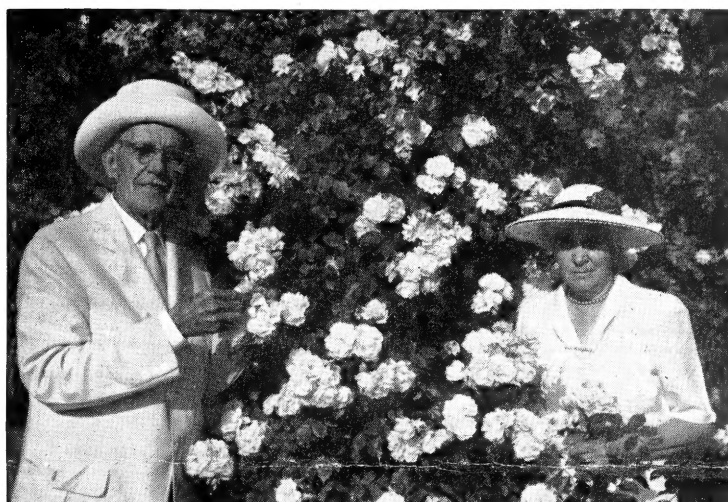
WATER! A NEW DISCOVERY!

Roses do better everywhere with more water. It is not the hot sun that gets them, it is lack of sufficient water.

Can I grow Brownell Roses in the deep South?

Yes, they can do beautifully in any garden in the United States and Canada, even in Florida. Where the sun is hot, mulch and soak the beds frequently.

Brownell Acclaimed



Mr. and Mrs. Walter D. Brownell at work in the hybridizing fields

LITTLE COMPTON, R. I.—Walter D. Brownell of the Brownell Rose Research Gardens here, recently received the Jane Righter Rose Medal award of the Garden Club of America, under the following citation:

"The War of the Roses was fought in England centuries ago. A far more recent victory has been won almost single-handed in this country by Walter Brownell who vanquished that enemy of the Rose, Blackspot.

"This remarkable man retired from the practice of the law to devote his life to the perfection of the most splendid of flowers, the Rose.

"He became a student of genetics and planned his hybridizing program, using scientific principles with a definite objective. His efforts have been along original lines with the result that he has given America a new race of Roses of exceptional value. Thousands who never before could grow them are now successful since the development of the Sub Zero Rose. His name is acclaimed from Saskatchewan to Texas, from the Atlantic to the Pacific. Not satisfied with these accomplishments he has added greater fragrance to the Hybrid Teas.

"Mr. Brownell richly deserves recognition also for the recent everblooming pillars and creepers which have the beauty and size of Hybrid Teas.

"So we quote Marcus Aurelius—'Doth perfect beauty stand in need of praise at all? Nay; no more than law, no more than truth, no more than loving kindness, nor than modesty.' But to Walter

D. Brownell who enables us to show that perfect beauty The Garden Club of America is happy to present the Jane Righter Rose Medal, grateful that 'The Rose is Heaven's utterance of a kiss.' "

Added

Mr. and Mrs. Brownell, pictured above in a section of their Rose test garden, were honored late last year by a "Citation from the New York Society of Arts and Sciences, Brooklyn Botanic Gardens division."

"THE BROWNELLS (Mr. and Mrs. Walter D.) of Little Compton, Rhode Island—

"Rose hybridizers for over 50 years.

"From the wild Rose (*Rosa Wichuriana*) of the Orient, you have literally picked out the inherited characteristics of subzero hardiness and resistance to disease, and through long term breeding with other desirable Roses—have given to horticulture a considerable number of significant new forms.

"And your keen eyes discovered the natural mutation that combined tallness and everbloom—and your breeding from this parentage is producing for the first time Roses that are tall and everblooming.

"For the millions of new Roses you have hybridized and grown and the 56 varieties you have selected from these as worthy of your standards for introduction to the world of horticulture, the Brooklyn Botanic Garden awards you its Medal for Distinguished Service."

